UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/653,888	09/01/2000	Thomas Anthony Cofino	YOR920000607US1	5996

7590   08/27/2003

Louis J Percello
IBM Corporation
Intellectual Property Law Dept
P O Box 218
Yorktown Heights, NY   10598

EXAMINER
RHODE JR, ROBERT E

ART UNIT	PAPER NUMBER
3625	

DATE MAILED: 08/27/2003

Please find below and/or attached an Office communication concerning this application or proceeding.

PTO-90C (Rev. 07-01)

Office Action Summary	Application No. 09/653,888	Applicant(s) COFINO ET AL.
	Examiner Rob Rhode	Art Unit 3625

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE _3_ MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.
- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
- Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☒ Responsive to communication(s) filed on _24 July 2003_ .

2a)☐ This action is **FINAL**.   2b)☒ This action is non-final.

3)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4)☒ Claim(s) _1-20_ is/are pending in the application.

    4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5)☐ Claim(s) _____ is/are allowed.

6)☒ Claim(s) _1-20_ is/are rejected.

7)☐ Claim(s) _____ is/are objected to.

8)☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9)☐ The specification is objected to by the Examiner.

10)☒ The drawing(s) filed on _01 September 2000_ is/are: a)☐ accepted or b)☒ objected to by the Examiner.

    Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

11)☐ The proposed drawing correction filed on _____ is: a)☐ approved b)☐ disapproved by the Examiner.

    If approved, corrected drawings are required in reply to this Office action.

12)☐ The oath or declaration is objected to by the Examiner.

Priority under 35 U.S.C. §§ 119 and 120

13)☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

    a)☐ All b)☐ Some * c)☐ None of:

       1.☐ Certified copies of the priority documents have been received.

       2.☐ Certified copies of the priority documents have been received in Application No. _____ .

       3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

    * See the attached detailed Office action for a list of the certified copies not received.

14)☐ Acknowledgment is made of a claim for domestic priority under 35 U.S.C. § 119(e) (to a provisional application).

    a) ☐ The translation of the foreign language provisional application has been received.

15)☐ Acknowledgment is made of a claim for domestic priority under 35 U.S.C. §§ 120 and/or 121.

Attachment(s)

1)☒ Notice of References Cited (PTO-892)

2)☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)

3)☐ Information Disclosure Statement(s) (PTO-1449) Paper No(s) _____ .

4)☐ Interview Summary (PTO-413) Paper No(s). _____ .

5)☐ Notice of Informal Patent Application (PTO-152)

6)☐ Other: .

DETAILED ACTION

Response to Amendment

The office action of 03-18-03 rejected claims 1, 2, 4 – 12 and 15 – 21 as unpatentable over the combination of Wenig and Yaginuma and remaining Claims 3 and 13 were rejected as unpatentable over the combination of Wenig and Yaginuma and further in view of Hunt.

Applicant's amendment of 7-24-03 amended the specification and claims 1 – 6, 8, and 10 – 20 and canceled claim 21. Additionally, the applicant addressed and/or corrected the 35 USC 112 rejections and the Obviousness Double Patenting rejections with respect to Lee, which has successfully overcome these rejections. Although applicant indicated that corrected drawings were being submitted with this amendment, corrected drawings were not found.

Currently, claims 1- 20 are pending.

Response to Arguments

Applicant's arguments filed 07/15/2000 have been fully considered but they are not persuasive. In the applicant's response:

0 Applicant argues with respect to claim 1 that Wenig and Yaginuma references includes no teaching as to "graphically representing clickstream data from one or more micro-conversions in a first visualization". Additionally, applicant argues that Yaginuma

stores only independent data. Whereas, the applicant's invention stores clickstream data/data, which is dependent data (i.e. clickstream), which is sequential and therefore is patentably distinct from Yaginuma. Additionally, applicant argues further that Wenig does not include teachings with regard to modifying a display such as Yaginuam.

First, the current application is focused on extracting one or more shopping sessions represented by clickstream data and then graphically representing or providing visualization via a micro-conversion process. These shopping sessions as claimed - consist of clickstream data, which has been captured and stored in a Web server log (i.e. database) as taught by Wenig (see Figures 1 – 3). In that regard, the shopping sessions as defined by the claims consist of captured and stored clickstream data and while the applicant attempts to differentiate dependent data from independent data, the database (i.e. web server log) has the capability to store the captured data – captured in sequence and/or depend from one data point to another such as stores, impression, clickthrough, basket and purchase or any kind of data. Moreover, the depended/sequential data is extracted from the database (of Wenig) and as taught by Yaginuma the steps/defined axis will be correctly represented (see at least Figure 1 and Col 2, lines 20 – 23). Further and as taught by Wenig (see at least Col 1, lines 43 – 67 and Col 2, lines 1 – 13), this clickstream data captured as result of a shopping session, which is sequential - are stored in a storage device/ web server logs (i.e. a database) - by user session (see at least Figure 1). [Please note that Wenig does not specifically cite clickstream data but it is implicit in the cited section of the reference]. Additionally, the axis in the examples are dependent on the previous axis. For example and as

described (Figures 1 – 5 and 24), the user establishes the requirements and the axis

are dependent on the proceeding axis. (see at least Figure 24). For example, if one of

the axis – dependent variables is changed – then the results are changed. Moreover,

these axis are defined by the user and therefore when extracting this data from the

database of Wenig- would have be extracted and /display (by Yaginuma) on the axis,

which can only be represented on the axis by the "shopping session clickstream" of an

online customer at that axis. For example, the shopping steps (i.e. click throughs) are

captured and stored by the method and system of Wenig and are visually presented for

further analysis by the method and system of Yaginuma – as with the applicant's.

Furthermore, the current application stores various sequential events (i.e. of a shopping

session) on the axis and includes product impressions; click throughs, basket

placement and purchase – as implicitly captured by Wenig (see at least Abstract and

Figures 1 – 3)). Once stored in the database/web log, they are extracted, displayed and

analyzed further by Yaginuam - through a visualization/displaying technique based on a

micro-conversion/conversion method and system. Thus, the method of Wenig in

combination with the method of Yaginuma would therefore provide the obvious

capability to extract from the provided web server logs/database of Wenig (see a least

Figure 1) and "derive one or more micro-conversions/conversions from one of the

shopping sessions (i.e. clickstream data/data as captured and stored by Wenig)" [see at

least Figures 1, 3, and 19 of Yaginuma], which consist of clickstream data by

"graphically representing the clickstream data from one micro-conversion in a first

visualization (see at least Figure 6 and Figure 19)". Ergo, the current application – as

does Yaginuma stores and provides the capability to extract, manipulate and then display various data (i.e. clickstream or any other data) points/steps from a shopping session which can include product impressions, click throughs, basket placement and purchase – since these are represented by clickstream/data. Additionally, Yaginuma provides the capability to analyzed the data further - through a visualization/displaying technique based on a micro-conversion/conversion method and system. In that regard, Yaginuma - as with the applicant's claimed invention is a visualization method based on extracting data from a data base for analysis and visualization through a conversion method and apparatus (see at least Abstract, Col 6, lines 57 – 58 and Figures 3, 4, 6 and 19) and converts the data contained in the database to visual representation based on creating a map/display of the data and coordinates in a coordinate axis (see at least Col 6, lines 39 – 67 and Figures 6 and 7).

Regarding the argument relative to Wenig, which according to the applicant does not include teachings to modifying a display such as Yaginuam. Wenig was not used in the rejection as the method used to "modify" the display of Yaginuma. Rather, Wenig provides the storage/database of captured clickstream data/data as described above and in combination with the method of Yaginuma - which provides the display technique for the captured/stored data as well as providing the data mining capability.

0 Applicant argues with respect to claim 2 that the ambiguity with respect to "drop outs" as depicted in Yaginuam Figures 29, 32 and 33 cannot be taught without the

benefit of impermissible hindsight. In response to applicant's argument that the examiner's conclusion of obviousness is based upon improper hindsight reasoning, it must be recognized that any judgment on obviousness is in a sense necessarily a reconstruction based upon hindsight reasoning. But so long as it takes into account only knowledge which was within the level of ordinary skill at the time the claimed invention was made, and does not include knowledge gleaned only from the applicant's disclosure, such a reconstruction is proper. See *In re McLaughlin*, 443 F.2d 1392, 170 USPQ 209 (CCPA 1971). In this case, while the text in the reference does not explicably mention line discontinuity, it does address that when a field is not detected, then a connecting data point cannot be assigned and it is implicit that the line (i.e. axis) would "drop out" at that point (see at least Col 7, lines 1 – 7). Additionally, the data captured can only represent clickstream data, which is stored in the web server log/database. Moreover and as taught by Wenig, clickstream data *can not* be captured and stored - if a clickstream data at that point/sequence in a shopping session does not occur. Thus, it would have been obvious to one of ordinary skill in that art at the time of the invention to have provided the method of Wenig with the method of Yaginuma – in graphically representing data to meet users requirements with the capability to drop out lines at the point where no data (i.e. clickstream data) has been captured – since it was not stored.

.0 Regarding claim 5 and in response to applicant's arguments against the references individually, one cannot show nonobviousness by attacking references

individually where the rejections are based on combinations of references. See *In re Keller*, 642 F.2d 413, 208 USPQ 871 (CCPA 1981); *In re Merck & Co.*, 800 F.2d 1091, 231 USPQ 375 (Fed. Cir. 1986). Moreover and has addressed above in response to claim 1, the combination of Wenig and Yaginuma does address these claim limitations.

Examiner's Note: Examiner has cited particular columns and line numbers in the references as applied to the claims below for the convenience of the applicant. Although the specified citations are representative of the teachings in the art and are applied to the specific limitations within the individual claim, other passages, figures and examiner comments may apply as well. This is particularly important with the level of detail and complexity in the Yaginuma reference. It is respectfully requested from the applicant, in preparing the responses, to fully consider the references in entirety as potentially teaching all or part of the claimed invention, as well as the context of the passage as taught by the prior art or disclosed by the examiner.

Drawings

The drawings filed on 09/01/2000 are acceptable subject to correction of the

informalities indicated on the attached "Notice of Draftperson's Patent Drawing Review,"

PTO-948 – as indicated in the previous office action. Applicant did state in the

amendment that corrected drawings were included. However, the corrected drawings

were not found. In order to avoid abandonment of this application, correction is required

in reply to the Office action. The correction will not be held in abeyance

Double Patenting

The nonstatutory double patenting rejection is based on a judicially created
doctrine grounded in public policy (a policy reflected in the statute) so as to prevent the
unjustified or improper timewise extension of the "right to exclude" granted by a patent
and to prevent possible harassment by multiple assignees. See *In re Goodman*, 11
F.3d 1046, 29 USPQ2d 2010 (Fed. Cir. 1993); *In re Longi*, 759 F.2d 887, 225
USPQ 645 (Fed. Cir. 1985); *In re Van Ornum*, 686 F.2d 937, 214 USPQ 761 (CCPA
1982); *In re Vogel*, 422 F.2d 438, 164 USPQ 619 (CCPA 1970);and, *In re Thorington*,
418 F.2d 528, 163 USPQ 644 (CCPA 1969).
A timely filed terminal disclaimer in compliance with 37 CFR 1.321(c) may be
used to overcome an actual or provisional rejection based on a nonstatutory double
patenting ground provided the conflicting application or patent is shown to be commonly
owned with this application. See 37 CFR 1.130(b).
Effective January 1, 1994, a registered attorney or agent of record may sign a
terminal disclaimer. A terminal disclaimer signed by the assignee must fully comply with
37 CFR 3.73(b).

Claims 1 – 20 are provisionally rejected under the judicially created doctrine of

obviousness-type double patenting as being unpatentable over claims 1 - 20 of

copending Application No. 09/654,202. Although the conflicting claims are not identical,

they are not patentably distinct from each other because they address online shopping,

use of server logs and micro-conversions techniques comprising a parallel coordinate

method and one or more extension components.

This is a <u>provisional</u> obviousness-type double patenting rejection because the

conflicting claims have not in fact been patented.

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all

obviousness rejections set forth in this Office action:

> (a) A patent may not be obtained though the invention is not identically disclosed or described as set
> forth in section 102 of this title, if the differences between the subject matter sought to be patented and
> the prior art are such that the subject matter as a whole would have been obvious at the time the
> invention was made to a person having ordinary skill in the art to which said subject matter pertains.
> Patentability shall not be negatived by the manner in which the invention was made.

Claims 1, 2, 4 – 7, 9 – 12, 14 – 17 and 19 – 20 are rejected under 35 U.S.C.

103(a) as being unpatentable over Wenig (US 6,286,030 B1) in view of Yaginuma

(US 6,477,538 B2).

Regarding claim 1 (Currently Amended), the combination of Wenig and Yaginuma

teaches a method of graphically representing clickstream data of a shopping session on

a network comprising: where Wenig teaches extracting one or more shopping sessions

from one or more Web server logs of one or more Web server systems of one or more

online stores (see at least Abstract, Col 4, lines 30 – 34 and Figures 1 – 3). In addition

and regarding claim 20 (Currently Amended), Wenig teaches a method, further

comprising modifying at least one of paths of the online store advertisement banners

product layouts service layouts marketing and merchandising based on at least one of the visualizations (see at least Col 2, lines 1 – 12).

While the Wenig reference does disclose and teach a method to capture and store clickstream data with associated time stamps (see at least Figure 9) from shopping sessions – for use by the method of Yaginuma, the reference does not specifically disclose and teach deriving one or more micro-conversions from the one or more shopping sessions graphically representing clickstream data from one or more micro-conversions in a first visualization; graphically representing one or more variations of the clickstream data in at least one alternate visualizations in response to a request; storing at least one of the first and the alternate visualizations in at least one computer memory; retrieving at least one of the first and the alternate visualizations from the at least one computer memory; and graphically comparing at least two of the first and the alternate visualizations retrieved from the at least one computer memory.

However, Yaginuma does disclose and teach deriving one or more micro-conversions from the one or more shopping sessions graphically representing clickstream data (i.e. where the clickstream data is extracted from the database of Wenig) from one or more micro-conversions in a first visualization (see at least Col 2, lines 13 – 43 and Figure 19); graphically representing one or more variations of the clickstream data in at least one alternate visualizations in response to a request (see at least Col 2, lines 43 – 44 and Figures 6, 7 and 19) ; storing at least one of the first and the alternate

visualizations in at least one computer memory(see at least Col 6, lines 1- 7 and Figure

53); retrieving at least one of the first and the alternate visualizations from the at least

one computer memory (see at least Col 6, lines 1 – 7 and Figures 52 and 53); and

graphically comparing at least two of the first and the alternate visualizations retrieved

from the at least one computer memory (see at least Col 6, lines 1- 7 and Figure 19).

Moreover:

regarding claim 2 (Currently Amended), Yaginuma teaches a method, where the micro-

conversion is a shopper's conversion from one shopping step to another and the first

visualization comprises one or more polygonal lines, each of which corresponds to at

least one shopping session that intersects one of at least two axis representing

shopping steps the polygonal line terminating at the axis wherein the at least one

shopping session ends (see at least Col 7, lines 1 – 7 and Col 12, lines 25 – 27).

regarding claim 4 (Currently Amended), Yaginuma teaches a method, where the

clickstream data is a collection of micro-conversions of one or more shoppers for at

least one of products and services sold in at least one online stores (see at least Col 12,

lines 20 - 25 and Figure 19).

Regarding claim 5 (Currently Amended), Yaginuma teaches a method, where the first

visualization comprises a traditional parallel coordinate system and one or more

extension components including one or more parallel axis of sequential events, one or

more dependent variable values of timestamps, one or more dropouts of polygonal lines, one or more filters, one or more categorizers, and one or more hyperlink associations (see at least Col 5, lines 56 – 67 and Figures 6, 7 and 19) and (6) where the traditional parallel coordinate system comprises a series of parallel lines that are placed equidistantly, each parallel line being assign representing a specific dependent variable and dependent variable values being plotted along the a respective axis, and an independent variable that is represented by polygonal lines connecting the corresponding dependent variable values (see at least Abstract, Col 1, lines 16 – 43, Col 6, lines 30 – 34 and Col 12, lines 25 - 27 and Figures 6, 7 and 19) as well as (7) where the parallel axis of sequential events is an assignment of a series of sequential events to parallel lines in a parallel coordinate system (Figures 6 and 7 and Figure 19). Please note that Yaginuam does not specifically disclose hyperlinks. However, Yaginuma does disclose and teach clicking on desired points for additional information (see at least Col 7, lines 25 – 28). Further, Wenig teaches the capture of storing of a users session and all actions taken during the e-commerce session (see at least Col 5, lines 1 – 13). It was well known in the art at the time of the applicant's invention that an e-commerce site contains hyperlinks to enable selection of a product for purchase. In that regard, it would have been obvious to one of ordinary skill in the art at the time of the invention to have provided hyperlinks in the method of Yaginuma to enable an analyst as define by the Wenig reference to click on hyperlink in order to view the sequence of screens viewed by the shopper.

regarding claim 9 (Original), Yaginuma teaches a method, where the dependent

variable values of timestamps is an assignment of timestamp values as data points to a

series of sequential events that are assigned to the equal number of parallel axis in a

parallel coordinate system (Col 12, lines 23 – 30 and Figures 14 and 19).

regarding claim 10 (Currently Amended), Yaginuma teaches a method, where the

dropout of a polygonal line is a termination of a polygonal line before the line reaches

the a last parallel axis in a the parallel coordinate system (Col 12, lines 20 – 30 and

Figure 33)

regarding claim 11 (Currently Amended), Yaginuma teaches a method, where the filter

is a means to select one or more groups of polygonal lines viewed in the parallel

coordinate system (see at least Col 7, lines 19 – 29 and Figures 32 and 35).

regarding claim 12 (Currently Amended), Yaginuma teaches a method, where the

categorizer is a parallel axis in the parallel coordinate system lines in the system for

categorizing polygonal lines in the system (Col 5, lines 63 – 67 and Figures 6 and 19).

regarding claim 14 (Currently Amended), Yaginuma teaches a method, where the

hyperlink association is association of at least one hyperlinks with the polygonal line

representing a session, clicking and the polygonal line comprises a hyperlink to a Web

page that provides detail additional information of the session (Col 7, lines 25 – 28).

Please note that Yaginuma does not specifically disclose clicking on one of the lines, which comprises a hyperlink to web page. However, this capability to click on a highlighted line was old and well known at the tie of the invention. For example, Wenig addresses the ability to re-create the user session for further analyst such as clicking on a hyperlink on a web page in a user session, which would be necessary in an e-commerce site. In that regard, it would have been obvious to one of ordinary skill in the art at the time of the invention to have provided the method of Yaginuma with the capability to click on the line/hyperlink and have the appropriate web page displayed.

regarding claim 15 (Currently Amended), Yaginuma teaches a method, wherein at least the first visualization represents via dropouts of one or more polygonal lines, where the online store loses customers store loses customers (see at least Figures 37 and 51 as well the response to arguments above).

regarding claim 16 (Currently Amended), Yaginuma teaches a method, wherein at least one alternate visualization comprises a filter for selecting at least one groups of sessions (see at least Figure 32).

regarding claim 7(Currently Amended), Yaginuma teaches a method, wherein the at least one alternate visualizations comprises sessions of different shoppers categorized by one or more values of a categorizer axis, as compared to the first visualization (see at least Figures 19 – 21).

Regarding claim 19(Currently Amended), Yaginuma teaches a method, further comprising displaying a stored visualization representing a first time and a stored visualization representing a second time (Col 6, lines 1 – 7 and Figures 6 and 7).

It would have been obvious to one of ordinary skill in the art at the time of the invention to have provided the method of Wenig with the method of Yaginuma to have enabled a method of graphically representing clickstream data of a shopping session on a network comprising: extracting one or more shopping sessions from one or more Web server logs of one or more Web server systems of one or more online stores; deriving one or more micro-conversions from the one or more shopping sessions graphically representing clickstream data from one or more micro-conversions in a first visualization; graphically representing one or more variations of the clickstream data in at least one alternate visualizations in response to a request; storing at least one of the first and the alternate visualizations in at least one computer memory; retrieving at least one of the first and the alternate visualizations from the at least one computer memory; and graphically comparing at least two of the first and the alternate visualizations retrieved from the at least one computer memory – in order to enable the web site owner to more fully understand the areas/pages and online process, which require improvement. This understanding of where improvements are needed is important to pin pointing the enhancements for the site visitor/shopper experience and ease their review of information or enable ease of purchasing products as well as the selection

process. In that regard, these improvements will increase customer satisfaction and increase the probability of the individual(s) returning to the site again to purchase or search for additional information as well as recommend the site to others.

Claims 3, 8, 13 and 18 are rejected under 35 U.S.C. 103(a) as being unpatentable over the combination of Wenig (US 6,286,030 B1) and Yaginuma (US 6,477,538 B2) as applied to claims 2, 7, 12 and 1 above, and further in view of Hunt (US 6,223,215 B1).

The combination of Wenig and Yaginuma substantially disclose and teach the applicant's invention.

On the other hand, the combination does not specifically disclose and teach where the shopping steps include a product impression that is the a view of a hyperlink to a Web page presenting one of a product or and service, a clickthrough that is a click on the hyperlink and view of the Web page of the product or service, a basket placement that is the a placement of the one of the product and service item in the a shopping basket, and a purchase that is the a purchase of the one of the product and service; where the sequential events include any one or more at least one of the following: one or more steps of shopping in one or more stores, one or more product development steps, and one or more service development steps and where the categorizer includes one or more at least one of the following: the referrer Web sites of sessions, internet service

providers of sessions, lengths of sessions, methods used to find product information by sessions, methods used to find service information by sessions, products viewed, services viewed items placed in a shopping cart, items purchased by sessions, time points of sessions, the geographic regions where sessions originated, the ages, sex, education, and income of owners of session originators, sales history of the owners of sessions, and Web page patterns accessed by one of sessions the and owners of sessions. Nor does the combination teach a method, further comprising displaying additional information of one or more sessions on at least one Web page by using at least one hyperlink association.

Regrding claim 3 (Currently Amended), Hunt teaches a method, where the shopping steps include a product impression that is the a view of a hyperlink to a Web page presenting one of a product or and service, a clickthrough that is a click on the hyperlink and view of the Web page of the product or service, a basket placement that is the a placement of the one of the product and service item in the a shopping basket, and a purchase that is the a purchase of the one of the product and service (see at least Col 1, lines 49 – 52, Col 2, lines 18 – 31, Col 8, line 52 and Figure 2).

Regarding claim 8 (Currently Amended), Hunt teaches a method where the sequential events include any one or more at least one of the following: one or more steps of shopping in one or more stores, one or more product development steps, and one or more service development steps (see at least Col 2, lines 18 – 21).

Regarding claim 13 (Currently Amended), Hunt teaches a method, where the categorizer includes one or more at least one of the following: the referrer Web sites of sessions, internet service providers of sessions, lengths of sessions, methods used to find product information by sessions, methods used to find service information by sessions, products viewed, services viewed items placed in a shopping cart, items purchased by sessions, time points of sessions, the geographic regions where sessions originated, the ages, sex, education, and income of owners of session originators, sales history of the owners of sessions, and Web page patterns accessed by one of sessions the and owners of sessions (see at least Col 2, lines 8 - 20, Col 5, lines 47 – 65 and Figure 3).

Reagrding claim 18 (Currently Amended), Hunt teaches a method, further comprising displaying additional information of one or more sessions on at least one Web page by using at least one hyperlink association (see at least Col 6, lines 5 – 9). Please note that Hunt does not specifically call out hyperlinks. However and as noted in the reference, the customer's session is captured in an online shopping session. It was well known at the time of the invention that online shopping sites contain hyperlinks. It would have been obvious to one of ordinary skill in the art at the time of the invention to have provided the combination of Wenig and Yaginuma with the method of Hunt to provide hyperlink capability.

It would have been obvious to one of ordinary skill in the art at the time of the invention to have provided the combination of Wenig and Yaginuam with the method of Hunt to have enabled where the shopping steps include a product impression that is the a view of a hyperlink to a Web page presenting one of a product or and service, a clickthrough that is a click on the hyperlink and view of the Web page of the product or service, a basket placement that is the a placement of the one of the product and service item in the a shopping basket, and a purchase that is the a purchase of the one of the product and service; where the sequential events include any one or more at least one of the following: one or more steps of shopping in one or more stores, one or more product development steps, and one or more service development steps and where the categorizer includes one or more at least one of the following: the referrer Web sites of sessions, internet service providers of sessions, lengths of sessions, methods used to find product information by sessions, methods used to find service information by sessions, products viewed, services viewed items placed in a shopping cart, items purchased by sessions, time points of sessions, the geographic regions where sessions originated, the ages, sex, education, and income of owners of session originators, sales history of the owners of sessions, and Web page patterns accessed by one of sessions the and owners of sessions as well as further comprising displaying additional information of one or more sessions on at least one Web page by using at least one hyperlink association – in order to in order to more fully understand both the origin of the shopper/visitor and to ensure that the on-line and off-line business processes fully support each shopper/visitors requirements. In this regard, the ease of

purchasing is significantly increased providing the purchaser with a personal and

pleasant experience thereby increasing their level of satisfaction with the site as well

improving the probability that they will return again. Moreover, it would have provided a

better understanding and targeting of advertisement campaigns.

Conclusion

The prior art made of record and not relied upon is considered pertinent to

applicant's disclosure. The applicable prior art is Papierniak (US 6,175,838 B1), and

Glommen (US 6,393,479 B1), which each address online shopping analysis capabilities.

Any inquiry concerning this communication or earlier communications from the

examiner should be directed to Rob Rhode whose telephone number is 703.305.8230.

The examiner can normally be reached on M-F 7:30am - 4:00pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's

supervisor, Wynn Coggins can be reached on 703.308.1344. The fax phone numbers

for the organization where this application or proceeding is assigned are 703.305.7658

for regular communications and 703.308.3687 for After Final communications.

Any inquiry of a general nature or relating to the status of this application or

proceeding should be directed to the receptionist whose telephone number is
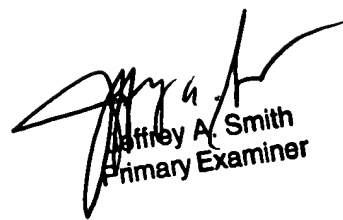
703.306.1113.

RER

August 20, 2003

Jeffrey A. Smith
Primary Examiner